

First Breath Program Results - Pilot

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Summary

First Breath has become a successful model for implementation of prenatal smoking cessation services. The program was easily and cost-effectively integrated into existing prenatal care frameworks. Results from the First Breath pilot study indicate that short 5-10 minute interventions with a pregnant smoker can impact her quit attempt dramatically. By integrating more focused cessation counseling into an existing prenatal care structure, clients experience increased access to care at their convenience.

422 women were enrolled in the First Breath pilot study between March 1, 2001 and December 31, 2002 . Data collection continued on the active enrollees into 2004 and was then complete in August 2004. We were successful in collecting data on 93 women 1-year after delivery.

Description of Clients at Enrollment

Characteristic	Percent of Enrollees
Age	
6-10 years	7
11-14 years	54
15-17 years	33
18-25 years	6
Race	
American Indian/Native American	13
Asian	2
Black or African American	12
Hispanic	1
Multi-racial	3
White, non-Hispanic	70
Education	
Non-high School Grad	40
High School Grad or GED	52
2-year Degree	5
4-year Degree	2
Post Graduate	1
Marital Status	
Married	16
Single	81
Insurance Status	

Medicaid/BadgerCare Recipient	70
Employment Status	
Employed	45
Unemployed	55

First Breath participants varied in their attitudes toward smoking and in their previous quit attempts. Of our First Breath enrollees, 76% planned to quit smoking permanently when starting our program, 16.4% weren't sure if they would quit, 5.5% intended to quit only until their baby was born, and 1.6% didn't want to quit at all.

First Breath clients averaged 2.0 previous quit attempts per woman.

79% of clients reported regular exposure to secondhand smoke (SHS). Although a majority (67.8%) of clients acknowledged the dangers of SHS, 17.5% of clients thought SHS was "almost as harmful as when I smoke", 12.0% thought SHS was "not as harmful as when I smoke", 2.2% thought SHS was "not very harmful", and 0.5% thought SHS was "not harmful at all".

Program Results

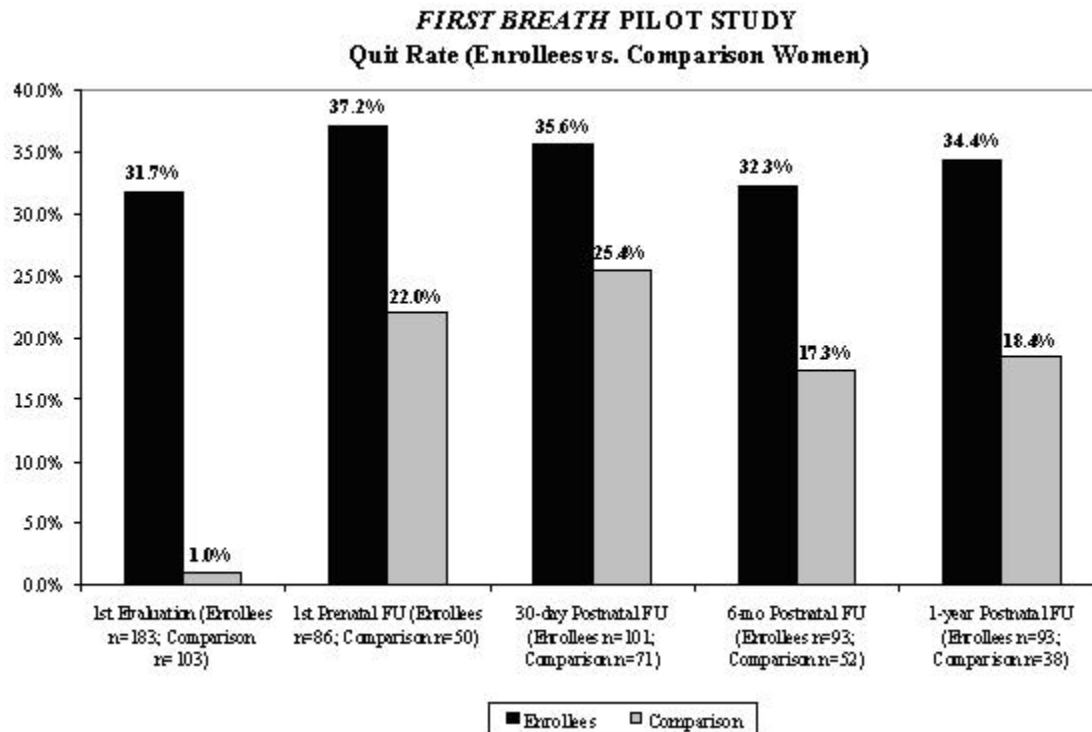


Figure 1

Quit Rates

Results from the pilot study show an average quit rate of 37.2% during pregnancy versus 22% in a comparison group and a quit rate of 35.6% postpartum versus 25.4% in a comparison group. Because of these promising pilot study results, First Breath started expansion into a statewide program in 2003.

Pilot Results

The majority of clients (46% during pregnancy and 66% 1-month postpartum) report that not smoking has been “easy” or “very easy” during and after pregnancy, demonstrating that the First Breath program helps makes easier this difficult process.

Social Support

Clients experienced a low rate of social support from others during their quit attempt. When asked about the level of support received, only 32.6% of clients reported receiving “a lot” or “a little” help from others during pregnancy. The rate dropped to 29.7% 30-days postpartum.

Relapse

For those clients who relapsed, the top 3 reasons for starting smoking again were:

1. Stressed out, became crabby, depressed, moody
2. Smoker in the household
3. Temptation too great

Cost Savings

A cost savings analysis on clients’ medical claims during the pilot program demonstrates the cost effectiveness of the First Breath program. Average Medicaid savings per First Breath enrollee who quit smoking was \$1,274. Applying this number to the actual number of women who quit smoking during the pilot study gives a total savings of \$137,592 for the Medicaid program. Considering the maximum Medicaid cost of providing cessation services to all First Breath participants, the return on investment associated with the First Breath program is 9 to 1.